

**From:** [Park Assist](#)  
**To:** Kent Smith  
**Subject:** Park Assist Introduces Added Business Intelligence Features  
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Dr. Ilan Goodman, Chief Technology Officer at Park Assist unveiled the added functionality to the Park Assist Business Intelligence software system stating, "Our next generation API will allow our clients and partners to create an unprecedented array of functionality for their business and for their customers." These enhance capabilities included:



In addition to locating a vehicle by license plate, Park Assist's unique Find-Your-Car™ feature, with the advent of our next generation API, will enable parkers to also find their car with more search options including:

- Account number, ticket number or barcode
- Approximate arrival time
- Vehicle color



In addition, PARK FINDER can be deployed in smart dashboard apps such as Apple CarKit and Android Auto to not only get directions to a garage entrance but directions all the way

to an empty parking space.



PARK INSIGHTS will now allow clients to consolidate analytics on a single platform. A client, for example, will be able to combine customer analytics with garage data giving them a greater understanding of customer preferences and behaviors.



PARK RESERVE will allow third-party reservation system providers to reserve parking in a Park Assist garage. Drivers can make reservations by zone, bay type, or rate. LPR technology validates reservations, identifies violators (unauthorized parkers in a reserved area) and automatically triggers alerts.





In addition to enabling operators to offer premium parking, PARK SELECT-RATE will now allow more flexibility in managing rates and bay LED colors while also updating signs with what rates are in effect at the time. Operators will be able to add, change, assign and delete rates as needed.



Park Assist portfolio customers will now be able to unify their portfolio sites in a single app and easily manage which portfolio sites are visible to end users. PARK PORTFOLIO will better enable portfolio customers to offer programs to all their properties that will add value to the entire portfolio.

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